



Designation: YouTube Channel Manager/ Audience Development Manager

Summary

We are looking for an individual who is strategic, organized, and professional with at least 2 years of work experience on YouTube platform.

Qualities:

- Relevant experience in the media, music, entertainment and/or technology industry
- Good understanding of kids content
- Superior verbal and written communications skills
- Proven relationship management skills (clients)
- Great personality with a positive attitude, lots of energy and professionalism
- An excellent understanding of the YouTube platform
- YouTube Certified
- Strong understanding of Social Media
- Ability to take the initiative and drive excellent results
- Ability to track, analyse and manage data and records
- Ability to handle work pressure and time management
- Positive attitude
- Skilled in using spreadsheets and creating reports
- Post-Secondary Education or equivalent work experience
- Mastery of Office Suite (MS or Google), in particular with Word and Excel
- Excellent written and verbal communication skills

Responsibilities:

- Manage YouTube channels for various stakeholders (owned, managed and MCN)
- Provide support, strategy, and services to various stakeholders (owned, managed and MCN)
- Optimize YouTube videos to create clean and consistent content for our partners
- Understand and develop strategic plans to meet goals
- Develop close, professional relationships with partners through various communication mediums
- Track, analyse and report key opportunities for growth and/or change
- Perform as a front-line resource for YouTube “best practices”
- Be up-to-date on industry trends and providing ongoing YouTube channel growth strategy to partners (e.g. programming, channel optimization and management, audience development)
- Provide regular updates on partner development, initiatives and results
- Provide expertise in creating documentation and other resources relevant to partners
- Track and analyse metrics and activities pertaining to your partner portfolio such a growth, revenue, CPMs, retention dates, services rendered, etc.

About YoBoHo New Media

Launched in 2007, YoBoHo is a leading digital-first content development company creating high quality original content for kids & families all over the world via leading kids’ platform on YouTube –HooplaKidz. In 2015 YoBoHo joined Bertelsmann / RTL Group through a strategic acquisition by BroadbandTV - #1 Multi-Platform Network (MPN) in the world.

YoBoHo

HooplaKidz is the top performing online brand, housing a diverse range of IP catered to YouTube's growing family demographic. With more than 56 sub-channels featuring original content across 10 languages; nearly a billion monthly views across the entire kids' network, the HooplaKidz brand has become a prominent force in the kids space.

Amongst the first YouTube kids partners to work with YouTube on the production of a new original series – The Adventures of Annie & Ben, the show was nominated for a 2016 Kidscreen Award in the Best Web/ App Series category. Launched exclusively on YouTube in September 2015, on the HooplaKidz Network, this fun & engaging preschool series follows the eclectic trio led by intrepid young heroine, Annie; her level-headed and loyal dog, Ben and always-mischievous Mango the monkey, as they travel to fantastical new places making colorful new friends and spreading their message of understanding and acceptance at every stop.

Please send your application to jobs@yoboho.com